

Buy Detail Report

Revision #: Date: 10/25/2012
5:52 PM

Client: Paul Sadler for Senate

Media: TV

Product: Candidate

Market: Austin

Primary Demo: Adults 35+

Separation between spots: 30

Estimate: 1399

Description: PS - Q4 TV - 10.30-11.6.12

Flight Start Date: 10/29/2012 05:00 AM

Flight End Date: 11/11/2012 04:59 AM

Survey: Jul12 DMA Nielsen Live+SD

Buyer: Meenah Hulsen

Vendor: KXAN-TV

908 W. Martin Luther King/PO Box 490

Austin, TX 78701/78767

Phone: 512-476-3636

Fax: 512-476-1520

Affiliation: NBC

Send Billing To: The Davis Group

4201 Bee Caves Road

Suite C-101

Austin, TX 78746

Phone: 512.851.8500

Fax: 512.851.8507

Daypart Program	Daypart Code	STN Gross	Days Dur	Tue 10/30	Sat 11/3	Sun 11/4	Mon 11/5	Tue 11/6	Total Spots
KXAN-TV									
MTuWThF 6:00a- 7:00a 6A NEWS	EM	\$450.00	30	1	0	0	1	1	3
MTuWThF 7:00a- 9:00a 7A NEWS	EM	\$600.00	30	2	0	0	2	2	6
Su 8:00a- 9:00a SU 8A NEWS	EM	\$135.00	30	0	0	1	0	0	1
MTuWThF 10:00p-10:35p 10P NEWS	LN	\$900.00	30	1	0	0	1	0	2
Sa 10:00p-10:35p SA10P NEWS	LN	\$900.00	30	0	1	0	0	0	1
Su 10:00p-10:35p SU10P NEWS	LN	\$900.00	30	0	0	1	0	0	1
			Total Spots:	4	1	2	4	3	14
Total Cost:		\$8,685.00							14

Signature: _____
Please sign and fax back for confirmation.

Disclaimer:

Summary by Station/System

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Station	Total Spots	STN Gross	PCT
KXAN-TV	14	\$8,685.00	100%
Market Total:	14	\$8,685.00	